

**PHILIP MORRIS USA**

**INTER-OFFICE CORRESPONDENCE**  
**120 PARK AVENUE, NEW YORK, NY 10017-5592**

**TO:** Glen Knight  
**FROM:** Kathy McGrath/Event Marketing  
**SUBJECT:** North Georgia State Fair

**DATE:** September 11, 1996

Marlboro Community Event Marketing will sponsor the Gwinnett County Fair in Marietta, Georgia from September 19 - 29, 1996. Specific information is as follows:

**EVENT:** NORTH GEORGIA STATE FAIR

**DATES:** September 19 - 29, 1996

**FAIR HOURS:** Monday thru Thursday 4 pm - 11 pm  
Friday and Saturday 4 pm - 12 am  
Sunday 4 pm - 10 pm

**LOCATION:** Marietta, Georgia

**PROMOTER CONTACT:** Mr. Todd Miller, Manager  
North Georgia State Fair  
Cobb County Fair Association, Incorporated  
P.O. Box 777  
Kennesaw, Georgia 30144  
Phone: (770) 423-1330

**PHILIP MORRIS ACTIVITIES:**

As sponsor of this Event, Philip Morris is entitled to:

- The right to an exclusive space for the operation of a 10' x 22' promotional tent for the purpose of promoting Philip Morris products and soliciting smokers, 21 years of age and older, for participation in one or more giveaways;
- The right to hang and display banners and signage during the Event on and around the Main Stage, the promotional tent and at other locations at the site of the Event;
- The exclusive right to conduct tobacco sales and name generation activities and to distribute branded incentive items among smokers, 21 years of age or older, in the promotional tent and at the entrance gates to the Event;
- The right to distribute branded incentive items to purchasers of Marlboro cigarettes from a Marlboro van at a location at the site of the Event; and,
- The right to recognition in advertisements placed in connection with the Event and to approve, in advance, all materials and announcements prepared by the Promoter that mention Philip Morris or Marlboro.

**COMMUNICATED MS MAIL 9/11/96 TO SOM. SOM SHOULD FORWARD THIS INFORMATION TO APPROPRIATE PERSONNEL IN SECTION. NO HARD COPIES PROVIDED BY NYO. FOR INTERNAL USE ONLY.**

DOC. #479

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**FIELD SALES  
CONTACT:**

Mr. R. Lance Jones  
Philip Morris USA  
Three Ravinia Drive  
Suite #1500  
Atlanta, GA 30346  
Phone: (770) 392-7075  
Fax: (770) 392-7082

**SHIPMENT OF  
MATERIALS:**

The materials listed below have been shipped to the attention of Phoenix Marketing at:

M&W Distribution  
1775 Westgate Pkwy.  
Atlanta, GA 30336  
Phone: (404) 344-8902

<u>Item</u>	<u>Quantity</u>
Beach Towels	90
Duffle Bags	80
T-Shirts	216
Caps	288
Cassette Holders	1,200
Lighters	7,200
3' x 5' Banners	5
Marlboro Bic Pens	500

**Delivery:** September 9, 1996

All residual materials must be shipped to the next event location.

**MANPOWER:**

Phoenix Marketing will handle all on-site Marlboro activities.

If you have any questions or concerns, please contact me at (212) 880-3984.

cc: S. Anderson  
I. Broeman  
J. Fontanez  
D. Hingst

R. Jones  
A. MacRae  
S. Michas  
V. Murphy

S. Norris  
S. Sampson  
T. Shaughnessy  
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D. Tatum  
H. Turner  
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